S E C R E T

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OFFICE OF TRAINING

DIRECTIVE

March 1954

COURSE: BIC(I)

SUBJECT: Current Events Briefing   HOURS: 1½

METHOD OF PRESENTATION: Lecture & demonstration   INSTRUCTOR: ▮▮▮▮▮

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OBJECTIVES OF INSTRUCTION: To discuss the techniques in the effective oral presentation of intelligence; to acquaint students with the nature of a five-minutes briefing on a subject of current intelligence interest by actual demonstration.

SUMMARY OF PRESENTATION: This lecture-demonstration serves as an introduction to the series of five-minutes oral briefings presented daily by the students in the course. Following an introduction which emphasizes the importance of oral briefing in intelligence work, the elements of effective briefing with respect to delivery, organization of content, and use of graphic aids are discussed. A typical presentation on a subject of current intelligence interest is then given by the instructor and subsequently subjected to critical analysis by the students.

SUBJECTS WITH WHICH COORDINATION IS REQUIRED: The daily five-minutes briefings presented by the students; student area studies. The area studies culminate in a thiry-minute oral presentation.

REFERENCES: Briefing Critique Form.

REMARKS: This lecture is not intended to be "The Art of Public Speaking in One Easy Lesson." It emphasizes those elements of public speaking peculiar to intelligence briefings. The instruction continues throughout the briefing series through the medium of .....

OUTLINE

I. Oral briefing in intelligence activity

    A. It is a recognized method of dissemination of information and intelligence.

    B. It is a time-saver for policy makers and military commanders.

    C. Its effective use demands the development of skills.

II. Effective Delivery

    A. The attention of the audience must be obtained at the outset and retained throughout by:

        1. A pleasing platform manner: personal appearance, stance, restraint in gestures.

        2. Proper voice control through pace, pitch, and modulation.

        3. Care in the choice and use of words: misuse, overuse.

        4. Smooth transition from point to point.

    B. Maps, overlays, and graphics are useful visual aids.

        1. Care must be exercised in selecting types appropriate for specific purposes.

        2. Simplicity of design and color contrast are important considerations.

        3. Integration into the presentation must be achieved without fuss or distraction.

III. Organization of Subject Matter

    A. The introduction should

        1. Establish audience rapport.

        2. Set forth the objectives.

        3. Cite sources of information when necessary.

B. The main body should be characterized by

   1. Organizational simplicity.

   2. Delineation of main points as set forth in the introduction.

   3. Meaningful comparisons and frames of reference.

   4. Careful coordination with "time factor" of entire presentation.

C. The conclusion should be a realization of the speech objectives through

   1. Recapitulation of main points.

   2. Succinct closing statement.

IV. Conclusion: Do's and Don'ts

   A. Do:

      1. Try to conquer mannerisms

      2. Establish rapport with your audience

      3. Organize the subject matter for completeness, accuracy, and timeliness

      4. Prepare your introduction and conclusion carefully

      5. Use graphics whenever appropriate

      6. Make comparisons meaningful by using known quantities and qualities.

   B. Don't:

      1. Apologize for lack of time

      2. Try to do too much

      3. Be too general - always give at least one specific illustration

      4. Read statistics - graphics are more effective

      5. Overuse the map or the pointer.